

wherein at least one of said first and said additional advertising presentations is capable of responding to an action by the user by transmitting, via the Internet, data indicative of said action to a destination Internet node, wherein said destination node is identified by destination Internet link information, provided in said step of transmitting, for contacting said destination node with said data.

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222. (New) The method of any one of the Claims 1, 20, or 194, wherein for substantially every play of said first instance by the first player, there is a corresponding transmission on a communications network between said game playing module and said first player, wherein said corresponding transmission occurs prior to a subsequent game play by the first user within said first instance.

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IN THE DRAWINGS:

It is requested that the drawing on the cover sheet of the issued patent and the publication in Official Gazette be the composite of Figs. 8A and 8B.

REMARKS

Regarding the request for the new title and abstract, Applicant believes that these changes more accurately reflect the substance of the invention claimed in the present application. Such changes were not requested earlier in that the changes in the title and abstract are for more precisely describing the claimed subject matter of the resulting final set of claims that have now been allowed. Moreover, no new matter is included in the new abstract provided hereinabove.

Regarding the requested reordering of the allowed claims, the reordered claim set puts the claims in a more preferred order in that broader claims are placed at the beginning of the claim set.

Regarding the requested selection of drawings, MPEP1302.10 indicates that "ordinarily a single figure is selected for printing" in the Office Gazette. However, there appears to be the possibility that two figures can be printed. The block diagram that most

closely illustrates the claimed invention of the present application is the composite of Figures 8A and 8B. Accordingly, it is requested that both of these figures be appropriately joined together and printed as a single diagram in the Office Gazette and on the cover sheet of the patent to be issued. Note that this request was not made earlier in that the figures 8A and 8B have been selected as a result of reviewing the set of claims allowed and subsequently selecting the figure(s) that most appropriately illustrates the claimed subject matter.

Regarding the amendments to Claims 35 and 56, the additional limitations provided to these claims are requested to further assure that these claims are patentable over possible unknown prior art. These amendments are believed to require no substantial amount of additional work on the part of the Office since the claims have not been broadened. These amendments were not presented earlier in that Applicant did not fully appreciate the breadth of the claims and accordingly now seeks to clarify them. Regarding the amendments to Claims 62, 91, 193, 194, 195, 199, and 207, these claims are to correct typographical errors and/or grammatical inconsistencies (e.g., in the first step of Claim 191, "instance" and "outcome" preferably should be --instances--, and --outcomes--, respectively). These amendments clarify the patent protection sought and require no substantial amount of additional work on the part of the Office since these claims have not been broadened. These amendments were not presented earlier in that the errors and/or inconsistencies were only recently discovered.

Regarding the amendments to Claim 209, entry of this amendment is requested to properly protect Applicants invention. In particular, the unamended Claim 209 recites a method of advertising on the Internet wherein a "providing node" provides to a "user node" both: (a) "display presentations" for an interactive Internet service with which an Internet user desires to interact, and (b) advertising presentations. However, it has only recently come to the Applicants attention that it is possible for another Internet node other than the "providing node" to provide (a) or (b) above once a request is made to contact the providing node. For instance, as described in the specification of the patent application, the game/advertisement web site may be, e.g., one or more of the following:

- (a) An Internet destination web site for playing a game thereon while advertisements are also presented directly by the game/advertisement web site;
- (b) A user's Internet access point as an Internet service provider; and/or
- (c) In communication with the user's Internet service provider for determining when the user is connected to the Internet so that the game/advertising web site can send advertisements to the user regardless of the web site(s) being contacted by the user.

It is Applicant's desire that each of the above aspects (a) through (c) relating to the game/advertisement web site be within the scope of Claim 209. That is, in (a) above, the "providing node" may be interpreted as the game/advertisement web site for providing both the service presentations (i.e., game presentations), and advertisements. In (b) hereinabove, the game/advertisement web site may also be interpreted as the "providing node", wherein the providing node provides unrequested advertisements to an Internet user while also allowing the user to access other services available on the Internet. Accordingly, in this scenario, the display presentations for a user desired Internet service may be from another Internet web site to which the game/advertisement web site supplies Internet access as the user's Internet service provider. In (c) hereinabove, the "providing node" may be the user's third party Internet service provider, and the game/advertisement web site transmits unrequested advertisements to the user while the user is accessing one or more services provided by web sites on the Internet. Thus, in each of (a) through (c), the providing node provides access to the desired service presentations, while the advertising presentations are received in response to Internet transmissions. Thus, to obtain appropriate patent protection that includes at least the embodiments (a)-(c) hereinabove, Claim 209 has been amended so that the "providing node provides access to one or more display presentations for a service with which the user desires to interact", and additionally, the user node presents advertising presentations (to the user) that "are received via the Internet in response to Internet transmissions by the providing node". Moreover, instead of such advertising presentations being described as being concurrently presented by the user node with at least one of the service presentations, the present amended claim replaces the word "concurrently" with the word "overlapping".

It is believed that amended Claim 209 is patentable, and does not depart from the patentable subject matter of Applicant's invention. Accordingly, it is believed that no substantial amount of additional work on the part of the Office is required for allowance of amended Claim 209. Moreover, the amendment to Claim 209 was not presented earlier since the Applicant did not fully appreciate the scope of this claim.

Regarding the amendments of Claims 210, 212 and 213, minor corrections and additional limitations have been provided for the same reasons as for Claims 62, 91, 193, 194, 195, etc., discussed hereinabove. It is believed that these amendments require no substantial amount of additional work on the part of the Office.

Regarding amendments to Claim 214, these amendments are for further clarification. It is believed the amendments here do not depart from the patentable subject matter of the claim. The amendment for this claim was not presented earlier since Applicant did not fully appreciate the claim wording, and accordingly, now desires to clarify the invention described. Moreover, allowance should require no substantial amount of extra work for the Office.

Regarding new Claim 222, Applicant requests entry of this dependent claim to obtain further protection against unknown prior art. It is believed that allowance of this new claim will not impose any substantial extra work on the Office. The claim was not presented earlier in that the Applicant did not fully appreciate the scope of the claims in the present application.

Entry and consideration of the above amendments are requested. No fees are believed due with this transmittal. However, in the event that such fees are due, please debit deposit account 19-1970.

Note: The law firm of Sheridan Ross P.C. has moved. The current correspondence address for this application is:

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A change of address notice for this application has been submitted to the U.S. Patent and Trademark Office.

Respectfully submitted,

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